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2 September 1958

HUNGARY MAKING POSSIBLE THE RECEPTION OF TELEVISION BROADCASTS
FROM WESTERN EUROPE

An FED report of 14 August 1958 states that a Hungarian television factory (Hunting Cartridge factory of Szekesfehervar) will begin series production in November 1958 of a television set incorporating reception standards for both the Soviet Bloc and Western Europe broadcasts. The television set is to be marketed in early 1959 and be able to receive broadcasts from Vienna, Linz, Graz, Belgrade, and Bratislava. 1/ as well as Hungary and other satellites.

COMMENT: With the growth of television in Europe, several technical standards for television broadcasting were developed. Of the two most widely used standards, the Soviet Bloc employs one and most countries of Western Europe the other. This difference has meant that those countries on the border between Eastern and Western Europe could not receive television broadcasts which were on the opposite technical standard. East Germany, however, has been an exception to this rule, having adopted a Western European standard in 1957 in order to broadcast to West Germany. The remainder of the satellites have not shown any indication to adopt a ^{domestic} television standard of Western Europe until this action by Hungary.

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By manufacturing television sets that can receive broadcasts from Austria and Yugoslavia, Hungary opens a one-way avenue for the possible exploitation of Hungarian audiences in the border areas. Television broadcasts from Hungary, however, cannot be received in Austria or Yugoslavia because of the different broadcasting standards. This action on the part of Hungary appears contrary to the policy of strict control over the activities of the people since the uprising in 1956. A possible explanation may be that this statement foreshadows other ameliorative acts in an attempt to improve relations between the government and people.

SOURCE: 1/ CIA. PDD Summary no 1870, 14 August 58, p. 4. OFF USE.

Distribution:

- 0 - CSS
- 1 - D/S
- 1 - CSS File
- 1 - VMC
- 1 - Area
- 1 - Chrono
- 1 - WFM
- 1 - Analyst

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